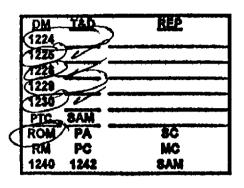
fill

FSC-7	77-A	5/	8/95	TO:	ROM		
SUBJ	SUBJECT: RETAIL PARTNERS SELLING TOOLS						
DIST	RIBUTIO	ON:					
X	AVP	X	CAM			ELM	
X	RM	X	Reg.M	lil.Mg	r	MIL	
X	RBM		Reg.D	F Mg	r	DF	
X	ROM	•	DM		-	REP	
						•	



Additional selling tools will be available soon to assist you in selling the Retail Partners Program. These tools consist of the following:

Laminated Retail Partners Sheets

- Laminated sheets that provide program requirements on one side and payment/Co-Marketing rates on the reverse side. These sheets will serve as a Retail Partners reference tool and will be mailed directly to all Field Sales employees no later than the week of 5/15/95.

Sell Sheets

Sell sheets in pads of 25 will be available to use to present the Retail
Partners Program to retailers. These sheets are program specific (item
numbers listed below) and allow for volume ranges and payment rates for
qualifying retailers to be written on the document for presentation.
(Examples attached)

 Self-Service Pack Outlet Base 	Item #490955
Non-Self-Service Pack Outlet Base	Item #490961
Self-Service Carton Outlet Base	Item #490970
Non-Self-Service Carton Outlet Base	Item #490982
Cigarette Outlet Base	Item #490991

Sell sheets will be available to order through SMS beginning 5/17/95. (Please order realistic quantities.)

Program contact:	Merchandising Department Contacts
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NESA	Mike Buckler	x1625
SSA	Tom Sullivan	x2572
WSA	Ron Grout	x2196
MWSA	Rich Pettorini	x1052

R. J. REYNOLDS TOBACCO COMPANY Attachments